

## February sweep numbers show strides NBC has made

**Network is only one to record household gain and moves from third to second behind first-place CBS**

CBS affiliates ranked first, NBC affiliates second and ABC affiliates third in prime time homes delivery in local television audience measurements in the February sweeps.

The order of finish, like the one in last fall's November sweep, represented a top-to-bottom change from February 1984, when ABC's affiliates placed first, CBS's second and NBC's third. Only NBC's affiliates reached more homes last February than in February 1984. They reached 9% more, while CBS's were down by 6.4% and ABC's by 15.2%.

These figures are drawn from CBS researchers' analysis of the market-by-market reports of the Arbitron audience measurement service, totaling 211 markets.

(Each network does its own analysis, using its own methodologies. The results differ but usually in minor detail; rarely are the differences enough to create disagreement about the order of finish. This year, for instance, NBC found the same order of finish but calculated its gain in homes delivered at 8% rather than the 9% CBS estimated, and put the CBS and ABC losses at 6% and 15% respectively, almost identical to the CBS calculations.)

In the CBS researchers' count of the Arbitron books, the three networks together reached 41,948,000 households per average prime time, quarter-hour during the Febru-

ary sweep period, down 5.2% from February 1984's average of 44,239,000. CBS put its own total at 14,464,000, NBC's at 13,834,000 and ABC's at 13,650,000, giving CBS an edge of 4.6% over NBC and 6% over ABC.

NBC researchers' tally of the Arbitron reports, covering 222 markets, put the CBS total at 14,580,000 homes, NBC's at 14,112,000 and ABC's at 13,771,000.

They also said NBC was first in prime time women, 18-49, and first in men, 18-49. They were preparing a more detailed analysis for distribution later.

The CBS analysis noted that the 5.2% decline in three-network audience does not tell the whole story: "Since the overall total U.S. household population has increased slightly since February 1984 (+1.3%), these [homes-delivery] figures instead represent a 6.5% three-network loss, this year versus last."

The CBS analysis said that, compared with February 1984, CBS affiliates increased their prime time homes delivery in 39 markets, dropped in 127 and showed no change in 13, while NBC affiliates gained in 148, lost in 25 and were unchanged in 10, and ABC affiliates moved up in 30, down in 135 and held steady in 11.

In the 147 Arbitron markets (145 last year) where all three networks have affiliates, the CBS researchers, using fractional credits in accounting for ties, calculated that CBS affiliates ranked first in prime time in 64 markets, down from 67.8 a year earlier;

NBC affiliates were first in 48, up from 13.8, and ABC affiliates were first in 35, down from 63.3. In second-place prime time finishes, CBS affiliates had 48.6, NBC affiliates 48 and ABC affiliates 50.5, while third-place scores went to CBS affiliates in 34.5 markets, to NBC affiliates in 51 and to ABC affiliates in 61.5.

On an all-day basis (9 a.m. to midnight), the CBS calculations showed CBS affiliates in first place in 74 markets, up from 67 a year earlier; NBC affiliates first in 36.5 markets, up from 21, and ABC affiliates first in 36.5 markets, down from 57. Second-place rankings on the 9 a.m. to midnight basis went to CBS affiliates in 43.5 markets, NBC affiliates in 47 markets and ABC affiliates in 56.5 markets, while third-place standings were distributed as follows: CBS in 29.5 markets, NBC in 63.5 and ABC in 54.

The table beginning below was developed by BROADCASTING from CBS compilations of Arbitron market-by-market reports. Household numbers are in thousands (add 000) per average quarter-hour (8-11 p.m., Monday-Saturday, and 7-11 p.m., Sunday) and include viewing of any local programming that pre-empted network programs. Bold-face numbers indicate market winners. An asterisk shows a new station or affiliation change in the market between the February sweeps of 1984 and 1985. The 1985 sweep period was Jan. 30-Feb. 26. Not included are markets that Arbitron does not measure, including those in Alaska, Hawaii and the Virgin Islands. □

| ADI (rank)                                | 1985 households (000) |     |     | ADI (rank)                                       | 1985 households (000) |     |     |
|---|-----------------------|-----|-----|--|-----------------------|-----|-----|
|   | ABC                   | CBS | NBC |  | ABC                   | CBS | NBC |
| Abilene-Sweetwater, Tex. (156)            | 17                    | 22  | 28  | Bluefield-Beckley-Oak Hill, W.Va. (143)          | 34                    | —   | 33  |
| Akron, Ohio (Cleveland)                   | 11                    | —   | —   | Boise, Idaho (134)                               | 26                    | 23  | 29  |
| Albany, Ga. (152)                         | 6                     | —   | 64  | Boston (6)                                       | 282                   | 283 | 297 |
| Albany-Schenectady-Troy, N.Y. (52)        | 81                    | 103 | 87  | Bowling Green, Ky. (192)                         | 28                    | —   | —   |
| Albuquerque, N.M. (64)                    | 71                    | 51  | 73  | Bristol, Va.-Kingsport, Johnson City, Tenn. (86) | 26                    | 57  | 83  |
| Alexandria, La. (163)                     | —                     | —   | 44  | Buffalo, N.Y. (35)                               | 112                   | 107 | 108 |
| Alexandria, Minn. (180)                   | —                     | 32  | —   | Burlington, Vt.-Plattsburgh, N.Y. (101)          | 12                    | 49  | 33  |
| Alpena, Mich. (210)                       | —                     | 6   | —   | Casper-Riverton, Wyo. (180)                      | 17                    | 8   | 3   |
| Amarillo, Tex. (116)                      | 39                    | 29  | 30  | Cedar Rapids-Waterloo, Iowa (77)                 | 48                    | 50  | 69  |
| Annapolis, Md. (194)                      | —                     | 14  | —   | Charleston, S.C. (106)                           | 36                    | 44  | 39  |
| Ardmore-Ada, Okla. (173)                  | 14                    | 25  | —   | Charleston-Huntington, W.Va. (43)                | 72                    | 93  | 131 |
| Atlanta (15)                              | 202                   | 229 | 188 | Charlotte, N.C. (32)                             | 108                   | 149 | 46  |
| Augusta, Ga. (104)                        | 49                    | 42  | 31  | Charlottesville, Va. (Richmond, Va.)             | —                     | —   | 8   |
| Austin, Tex. (81)                         | 41                    | 59  | 48  | Chattanooga (80)                                 | 56                    | 49  | 58  |
| Bakersfield, Calif. (150)                 | 27                    | 22  | 21  | Cheyenne, Wyo. (190)                             | —                     | 20  | —   |
| Baltimore (21)                            | 177                   | 170 | 173 | Chicago (3)                                      | 532                   | 424 | 506 |
| Bangor, Me. (154)                         | 19                    | 28  | 23  | Chico-Redding, Calif. (140)                      | 30                    | 24  | —   |
| Baton Rouge (89)                          | 71                    | 63  | 38  | Cincinnati (27)                                  | 114                   | 132 | 113 |
| Battle Creek, Mich. (Grand Rapids, Mich.) | 32                    | —   | —   | Clarksburg-Weston, W.Va. (165)                   | —                     | 31  | 23  |
| Beaumont-Port Arthur, Tex. (121)          | 41                    | 46  | 39  | Cleveland (11)                                   | 281                   | 236 | 276 |
| Bellingham, Wash. (Seattle)               | —                     | 11  | —   | Colorado Springs-Pueblo (105)                    | 43                    | 38  | 32  |
| Bend, Ore. (206)                          | —                     | 4   | —   | Columbia, S.C. (88)                              | 35                    | 37  | 77  |
| Billings-Hardin, Mont. (164)              | 17                    | 17  | 8   | Columbia-Jefferson City, Mo. (145)               | 31                    | 31  | 21  |
| Biloxi-Gulfport-Pascagoula, Miss. (178)   | 37                    | —   | —   | Columbus, Ga. (115)                              | 47                    | 46  | 20  |
| Binghamton, N.Y. (133)                    | 13                    | 48  | 24  | Columbus, Ohio (34)                              | 106                   | 136 | 116 |
| Birmingham, Ala. (47)                     | 118                   | 48  | 113 | Columbus-Tupelo, Miss. (137)                     | 13                    | 29  | 51  |